



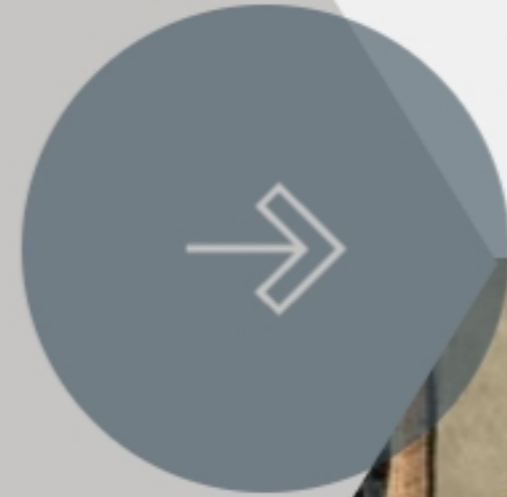
SHOULD ARCHULETA  
COUNTY COMMISSIONERS  
**PASS A LODGING TAX  
DIVERSIFICATION  
RESOLUTION?**

Presented by Rachel Suh, Pagosa Daily Post



WHAT COULD  
GIVING  
STRUCTURE TO  
OUR TOURISM  
ECONOMY LOOK  
LIKE?

# SUMMARY



In 2022, the Colorado General Assembly passed House Bill 22-1117. This bill expands the allowable uses of revenue from local taxes on lodging, but electors must vote to allow the funds to be used towards these new uses. .

The bill empowers, by commissioner resolution only, local voters to identify how the County lodging tax revenue should be invested or spent, specifically in regards to visitor experiences, workforce housing and childcare needs.

Currently, Archuleta County uses the 1.9% lodging tax revenue exclusively for marketing, as allowed by law. A ballot measure is needed to change this.



QUESTION



**Should the Archuleta County Commissioners pass a resolution to place a ballot initiative for lodging tax diversification onto the 2026 general election ballot?**



The Pagosa Springs Area Tourism Board is a citizen's advisory committee to the Pagosa Springs Town Council and Archuleta County Board of County Commissioners. The purpose of the Tourism Board is to make specific recommendations relative to expenditures of the 4.9% Lodging Tax in Town and the 1.9% Lodging Tax in the County.

While the town is a Homerule town and the council can simply pass an ordinance diversifying the lodging tax, the county commissioners must have an initiative placed on the general election ballot by passing a resolution and notifying the Clerk and Recorder, who must work to place the issue on the ballot as prescribed by law.

We will focus on convincing the town to diversify and the county commissioners to pass a resolution to place the initiative on the ballot.



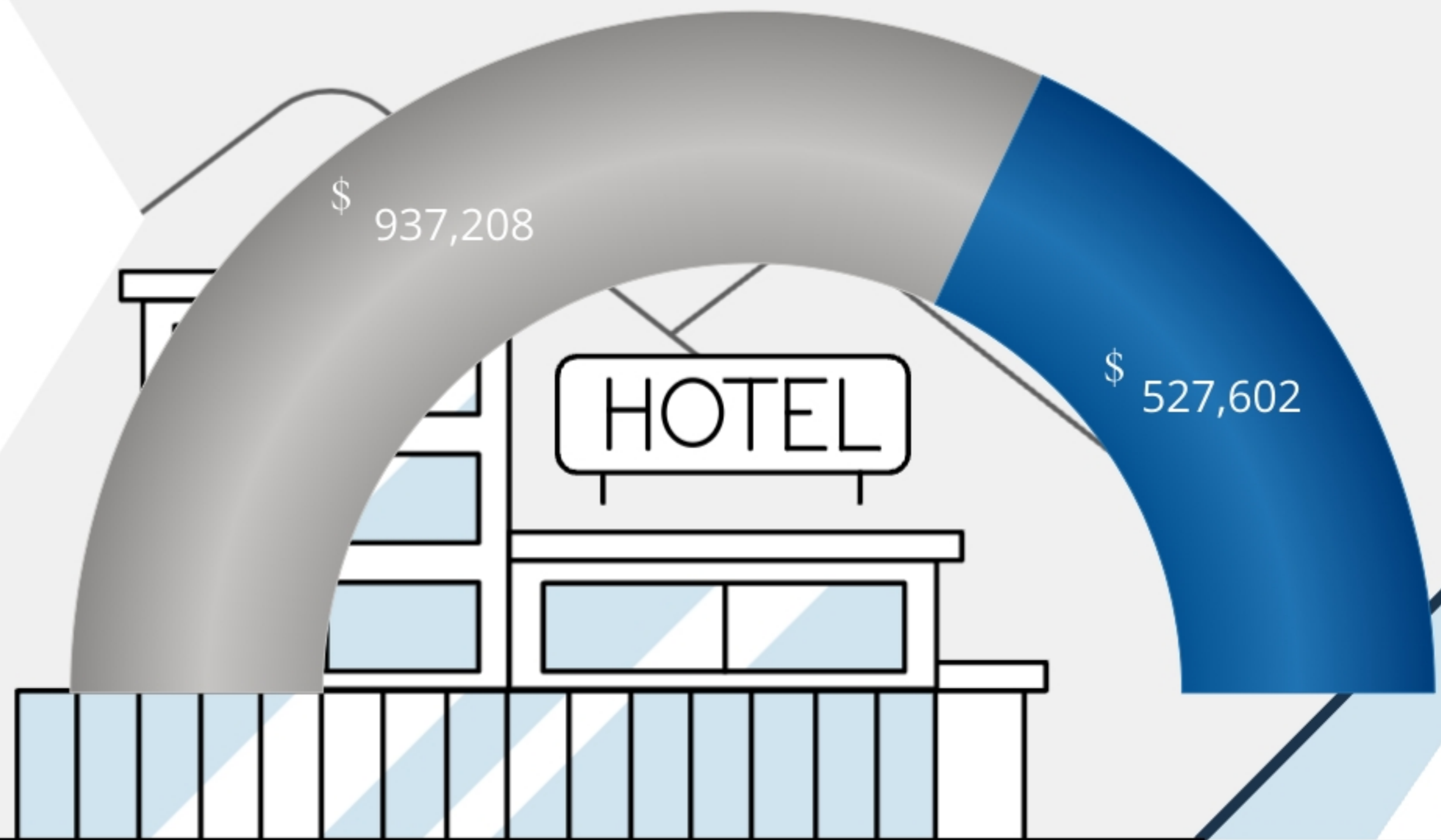
## BACKGROUND: Administration



# Lodging Tax Collection 2022

Town County

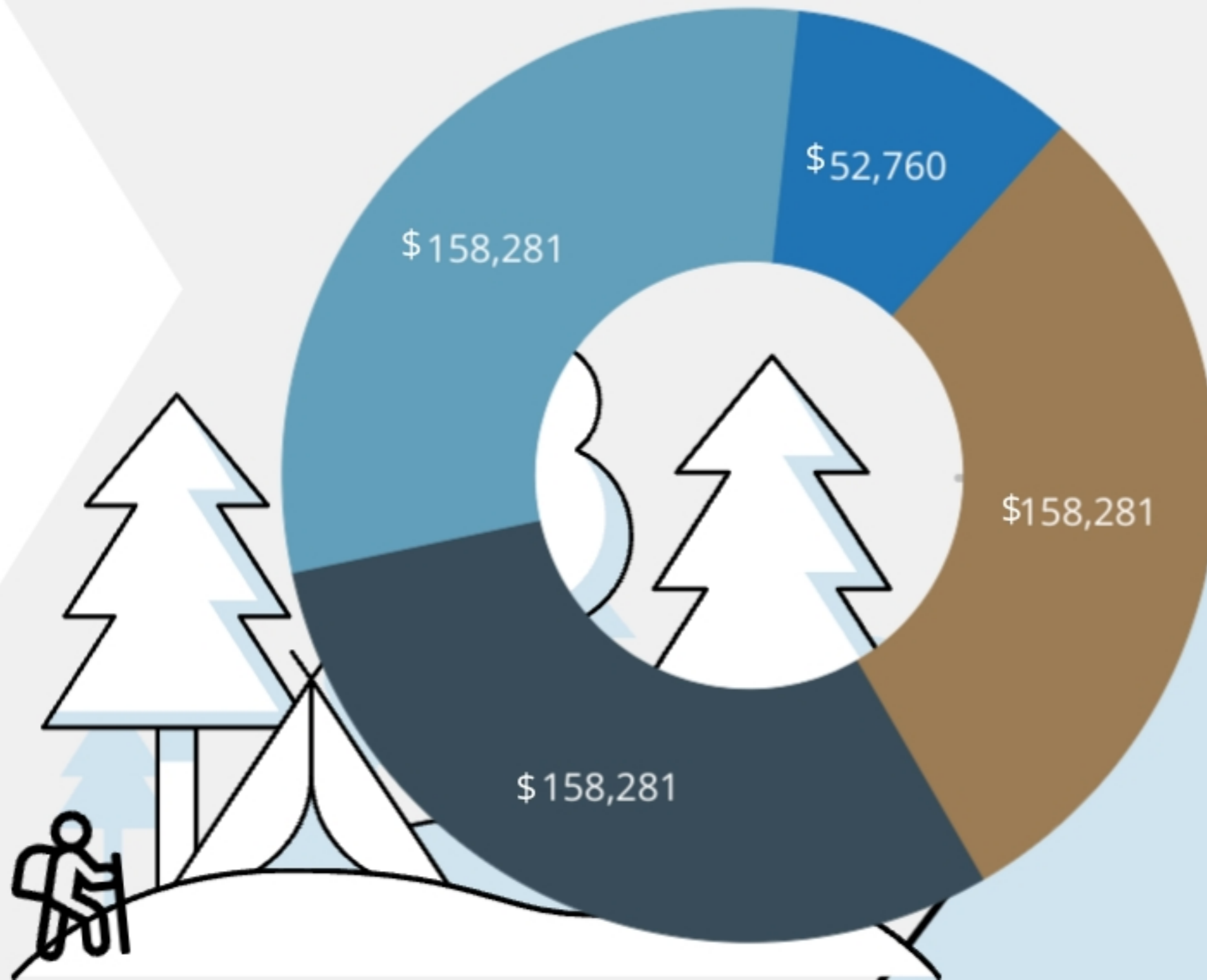
BACKGROUND:  
Lodging Tax  
Collection Totals



# Lodging Tax Diversification Example

- \* Advertising and Marketing 10%
- Visitor Experiences 30%
- Workforce Housing 30%
- Childcare 30%

Total Lodging Tax Collection for 2022: \$527,602



PROPOSAL:  
Expanded  
Legal Uses for  
Lodging Tax

\* HB 1117 requires at least 10% of lodging taxes go towards advertising and marketing.



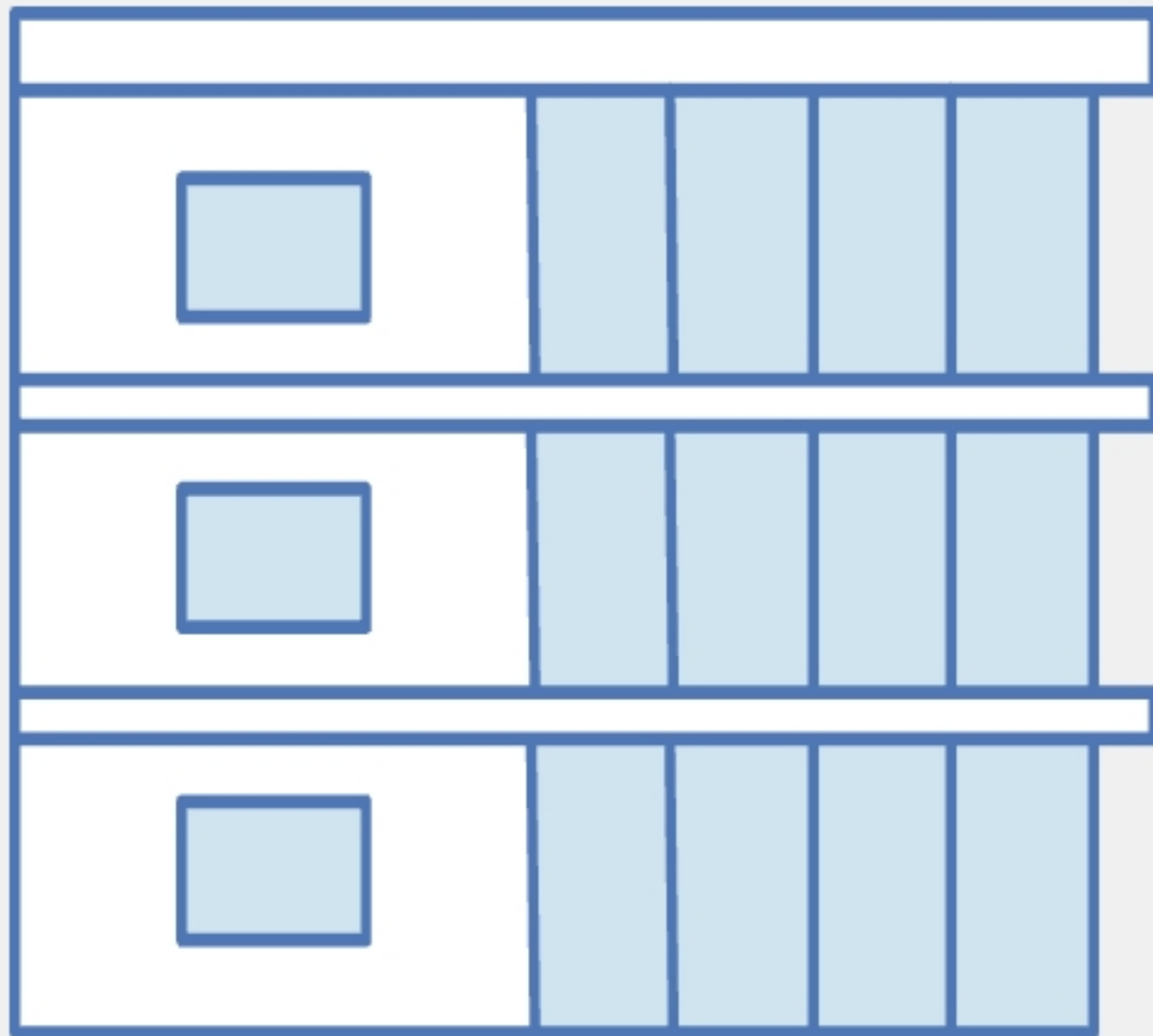
## How Could Funds Enhance Visitor Experience?

**ARCHULETA COUNTY (AND THE TOWN) COULD USE REVENUE FROM THE EXISTING LODGING TAX TO FACILITATE AND ENHANCE VISITOR EXPERIENCES THROUGH THE POSSIBLE MAINTENANCE AND CREATION OF ROADS, SIDEWALKS, BIKE LANES, PEDESTRIAN WALKWAYS, TRAILS, TRAILHEADS AND ACCESS, PARKS, OUTDOOR ACTIVITIES, PUBLICLY OWNED RECREATIONAL CENTERS AND OTHER WAYS WE ENVISION BRINGING VISITORS TO PAGOSA SPRINGS COUNTRY.**

PROPOSAL:  
*Visitor Experience*

# What could a Pagosa Springs Recreational Center Look Like?

**With the ability to use the Lodging Tax to enhance Visitor Experience, a Recreational Center could show visitors what the Pagosa Community values spending their time doing. Suggestions have included a gym that converts to a rollerskating rink, indoor pickleball courts, dance and yoga studios, swimming pools, and an indoor ice skating rink.**



PROPOSAL:  
Visitor Experience





# Ballot Language

**SHALL ARCHULETA COUNTY BE AUTHORIZED TO USE A MAXIMUM OF 60% OF THE YEARLY REVENUE FROM THE EXISTING LODGING TAX TO FACILITATE AND ENHANCE VISITOR EXPERIENCES THROUGH THE MAINTENANCE AND CREATION OF ROADS, SIDEWALKS, BIKE LANES, PEDESTRIAN WALKWAYS, TRAILS, TRAILHEADS AND ACCESS, PARKS, OUTDOOR ACTIVITIES, PUBLICLY OWNED RECREATIONAL CENTERS?**



# Requirements

## Facilitating Visitor Experience

Capital Expenditures can be made to facilitate and enhance Visitor Experiences and for tourist information centers.



# Suggestions

## Organizational Restructure

We suggest the creation of a Destination Management District that has a Manager with administrative oversight of Capital Expenditures related directly to Lodging Tax Fund distribution.



PROPOSAL:  
Visitor Experience



# Ballot Language

**SHALL ARCHULETA COUNTY BE  
AUTHORIZED TO USE A MAXIMUM OF  
60% OF THE YEARLY REVENUE FROM  
THE EXISTING LODGING TAX TO  
SUPPORT HOUSING FOR TOURISM-  
RELATED WORKFORCE, INCLUDING  
SEASONAL WORKERS, AND OTHER  
WORKERS IN THE COMMUNITY?**



# Requirements

## Workforce Only

HB 22-1117 Requires that childcare be provided to workforce residents only at this time, but this includes seasonal and other workers outside of the tourism industry.



# Suggestions

## Strategize

A 3-5 year strategy may include buydown programs, factory housing, Low-Income Housing Tax Credits, Deed Restrictions Grants, Land Use Planning Development, Partnerships, and Housing Works Initiative to find long-term housing.



PROPOSAL:  
Workforce Housing



# Ballot Language

**SHALL ARCHULETA COUNTY BE AUTHORIZED TO USE A MAXIMUM OF 60% OF THE YEARLY REVENUE FROM THE EXISTING LODGING TAX TO SUPPORT CHILDCARE FOR THE TOURISM-RELATED WORKFORCE, INCLUDING SEASONAL WORKERS, AND OTHER WORKERS IN THE COMMUNITY?**



# Requirements

## Workforce Only

HB 22-1117 Requires that childcare be provided to workforce residents only at this time.



# Suggestions

## Follow State Guidelines

Follow CCCAP guidelines for childcare expenses to workforce residents who have childcare needs making below 80% the living wage known for Archuleta County (\$92,000/year).



PROPOSAL:  
Childcare



## Destination Management District

**A Destination Management District would be distinct from the Pagosa Area Tourism Board. It would be a county-run District. This District would be responsible for the management of enhancements made to our community to facilitate visitor experiences through the diversification of the County Lodging Tax. It would not be responsible for Tourism Marketing and Advertising. The District would administer- under supervision of County Commissioners and the County Manager- the allocations of funds related to capital improvements that facilitate visitors and potential workforce housing that supports workers who make tourism possible, along with childcare needs. The District Manager would have oversight of project management in relation to building recreational centers, trails, parks or other visitor enhancements the commissioners fund at their discretion.**



PROPOSAL:  
Organizational  
Change

# PROPOSAL: Advertising



## Requirements

### 10% Requirement

HB 22-1117 Requires that a minimum of 10% of the collected Lodging Tax be allocated to advertising and marketing, as law has required in the past.

### Citizen Administration

Upon approval of a lodging tax for the purposes of advertising and marketing, the county commissioners shall select a panel of no less than three citizens to administer the lodging tax fund related to advertising and marketing, as the commissioners identify as available. The panel must be made of members from the tourism industry.



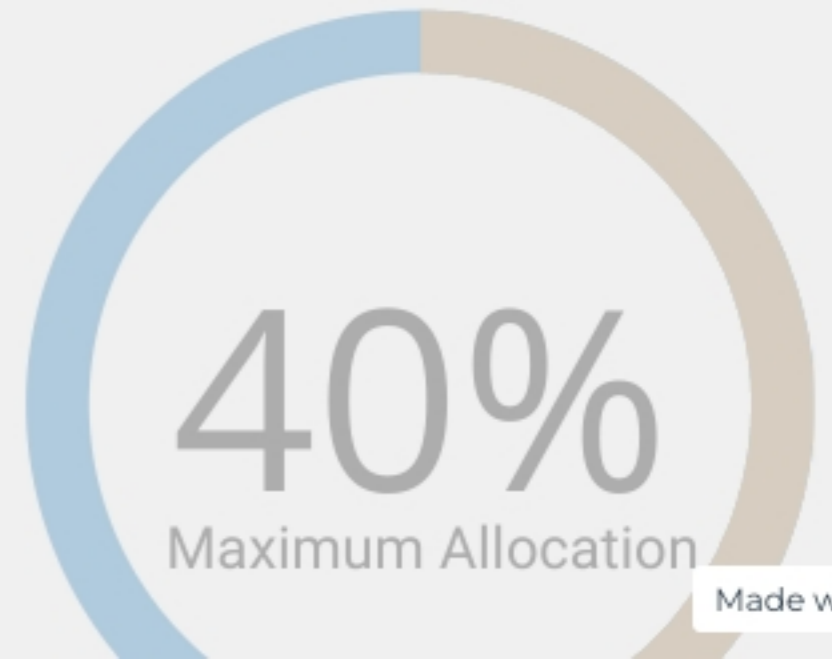
## Suggestions

### Proven Marketing Entities

If there is a proven marketing entity within the county, the panel is encouraged to use that entity and that entity shall provide an accounting to the panel and to the county commissioners.

**CDC**

**Chamber of Commerce**





## Proposed Ballot Language Example

**SHALL ARCHULETA COUNTY BE AUTHORIZED TO USE A MAXIMUM OF 60% OF THE YEARLY REVENUE FROM THE EXISTING 1.9% COUNTY LODGING TAX TO SUPPORT WORKFORCE HOUSING, A MAXIMUM OF 60% OF THE YEARLY REVENUE FROM THE EXISTING 1.9% COUNTY LODGING TAX TO SUPPORT CHILDCARE FOR THE TOURISM-RELATED WORKFORCE, INCLUDING SEASONAL WORKERS, AND OTHER WORKERS IN THE COMMUNITY, A MAXIMUM OF 60% OF THE YEARLY REVENUE FROM THE EXISTING 1.9% LODGING TAX TO FACILITATE AND ENHANCE VISITOR EXPERIENCES THROUGH THE MAINTENANCE AND CREATION OF ROADS, SIDEWALKS, BIKE LANES, PEDESTRIAN WALKWAYS, TRAILS, TRAILHEADS AND ACCESS, PARKS, OUTDOOR ACTIVITIES, PUBLICLY OWNED RECREATIONAL CENTERS, AND FOR ALL OTHER PURPOSES PERMITTED BY LAW, WITH A MINIMUM OF 10% AND UP TO A MAXIMUM OF 40% OF THE YEARLY REVENUE FROM THE EXISTING LODGING TAX REVENUE CONTINUING TO BE USED FOR ADVERTISING AND MARKETING LOCAL TOURISM?**



PROPOSAL:  
Full Ballot  
Language



# Ballot Language from La Plata County-

Passed in 2024

**WITHOUT RAISING TAXES, SHALL LA PLATA COUNTY BE AUTHORIZED TO EXPAND THE ALLOWABLE USES OF ITS EXISTING LODGER'S TAX TO SUPPORT OUR LOCAL WORKFORCE BY PROVIDING CHILDCARE PROGRAMS AND AFFORDABLE HOUSING OPPORTUNITIES FOR THE TOURISM- RELATED WORKFORCE, INCLUDING SEASONAL WORKERS, AND OTHER WORKERS IN LA PLATA COUNTY, WITH SEVENTY PERCENT (70%) OF THE EXISTING LODGER'S TAX REVENUE BEING USED FOR OPERATING AND CAPITAL EXPENDITURES TO ACQUIRE, CONSTRUCT, MAINTAIN, ENHANCE, RENOVATE, RELOCATE, IMPROVE, PROMOTE, SUPPORT, FINANCE AND FUND HOUSING AND CHILDCARE FOR WORKERS IN LA PLATA COUNTY, AND FOR ALL OTHER PURPOSES PERMITTED BY LAW, AND THE REMAINING THIRTY PERCENT (30%) OF REVENUE FROM THE EXISTING LODGER'S TAX BEING USED FOR ADVERTISING AND MARKETING LOCAL TOURISM, WITH EXPENDITURES SPENT IN COMPLIANCE WITH STATE BUDGET LAWS AND OTHER APPLICABLE LAWS GOVERNING LOCAL GOVERNMENTS?**



PROPOSAL:

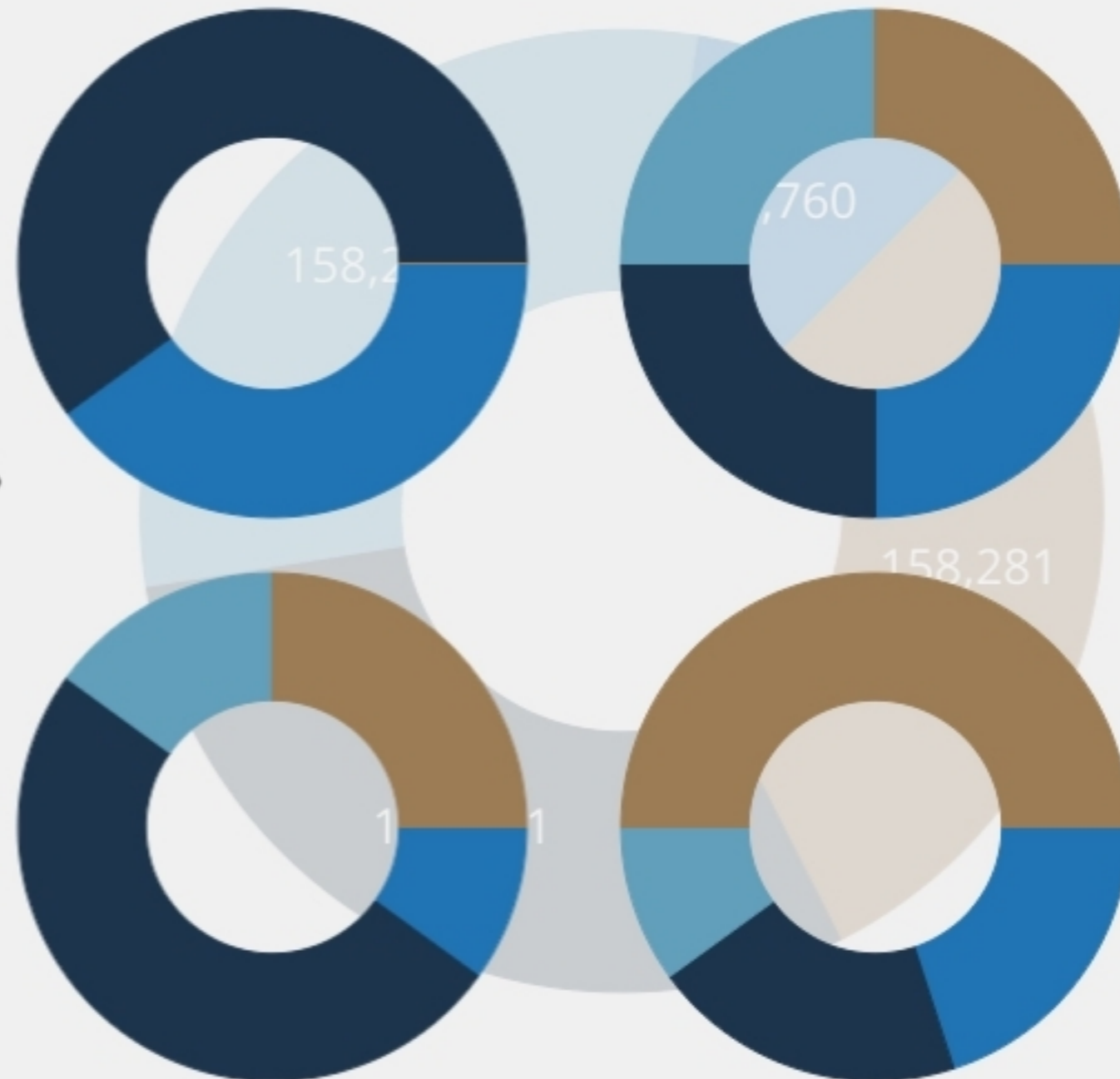
Full Ballot

Language

Example

**VOTING YES** means that the voter believes that a maximum of 60% of the existing lodging tax revenue should be used to support a combination of housing, childcare for our workforce community and/or visitor experiences and facilitation *along with marketing*. It means the voter believes that a maximum of 40% of the existing lodging tax revenue should be used for advertising and marketing while we diversify into toether areas that will benefit our community as a whole.

- Advertising and Marketing
- Visitor Experiences
- Workforce Housing
- Childcare



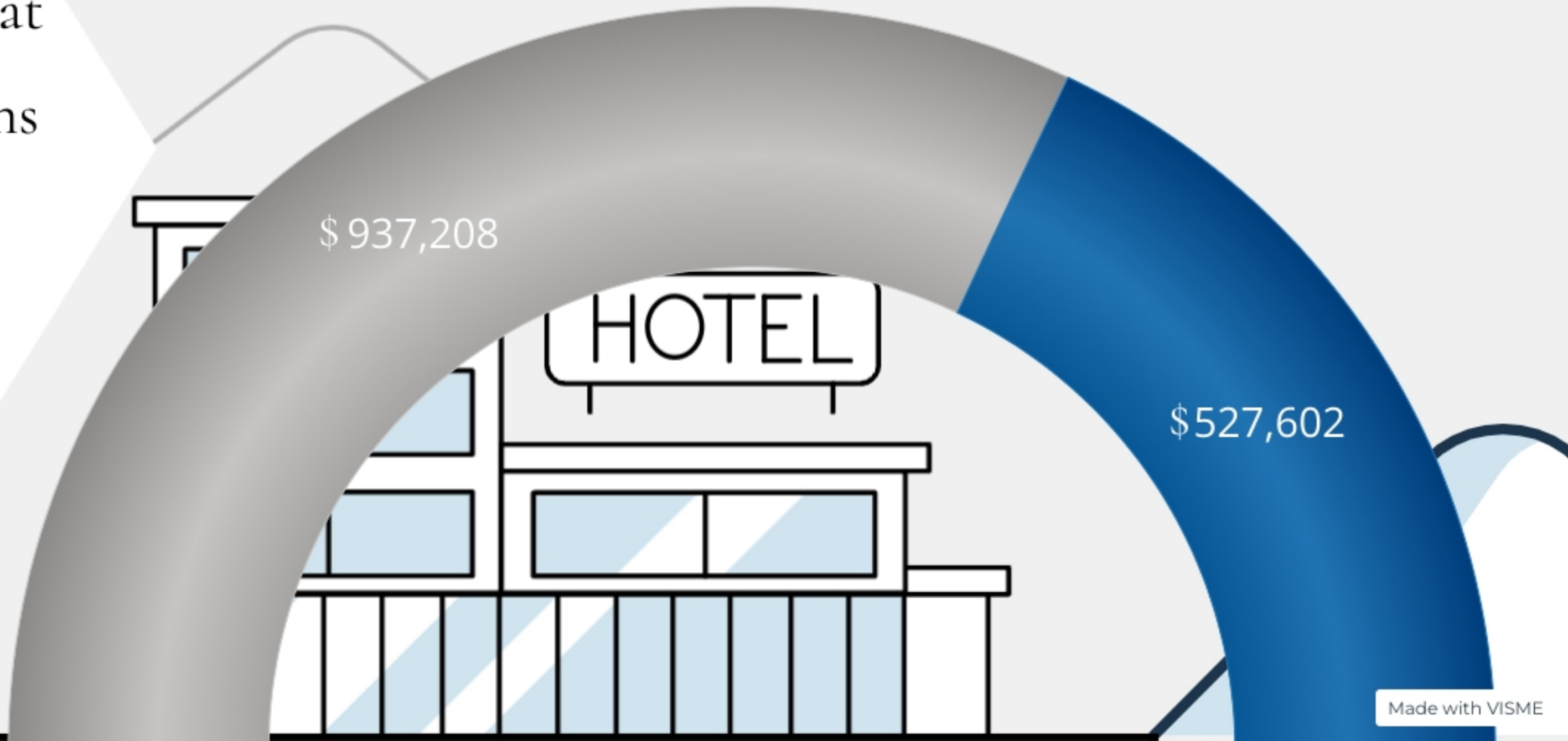
PROPOSAL:  
What a "YES" Vote  
Means

**YES**

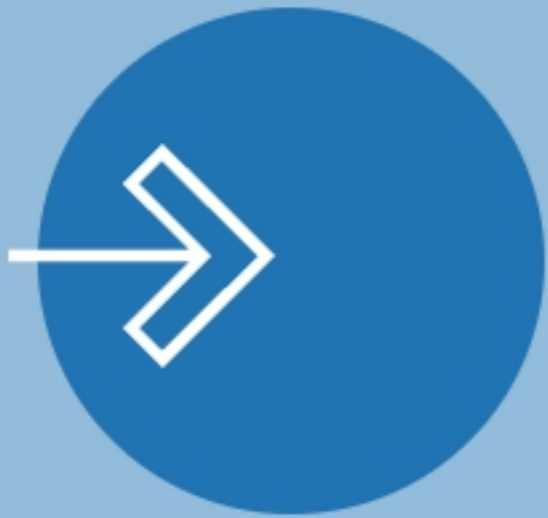


**VOTING NO** means that nothing will change when it comes to the county lodging tax. No lodging tax revenue will go to support housing and childcare when it comes to workforce housing and childcare, nor will any money go towards facilitating and enhancing visitor experience. All of the lodging tax revenue will be used for advertising and marketing (unless and until the town looks to diversify through an ordinance).

## PROPOSAL: What a "NO" Vote Means



# THANK YOU!



## Sources:

The Pagosa Daily Post

The Pagosa Sun

The Town of Pagosa Springs

Pagosa Area Tourism Board