



The Executive Summary should be interpreted within the context of the complete engagement report.

## BACKGROUND

As Aurora's convention and visitors' bureau, Visit Aurora's mission is grounded in showcasing Aurora as a premier destination for meetings, business, and leisure travel. Visit Aurora represents more than 65 hotel properties with 13,000+ guestrooms, and more than one million square feet of meeting space, including Colorado's largest and newest resort, Gaylord Rockies Resort & Convention Center.

## Visit Aurora

### SCOPE

Our scope period for this engagement covered January 1, 2019 – September 30, 2021. This allowed us to review Visit Aurora performance pre- and post-pandemic.

### OBJECTIVES

- Ascertain the level of Visit Aurora's compliance with the current City agreement.
- Assess Visit Aurora's stewardship over the City's direct financial investment and the apportionment of the Lodgers' Tax.
- Review the adequacy of the Visit Aurora performance metrics.
- Assess the City of Aurora's return on investment.

### CONCLUSIONS

Based upon the results of our engagement procedures, we conclude the following:

- City of Aurora and Visit Aurora are in partial compliance with the current agreement.
- Visit Aurora is exercising good stewardship over the City's direct financial investment and the apportionment of the Lodger's Tax.
- Visit Aurora adequately utilizes and reports on best practice performance measures; however, City of Aurora and Visit Aurora have not mutually agreed upon meaningful performance measures.
- There is no agreed upon measure of return on investment.

### KEY RECOMMENDATIONS AND RESPONSE

Internal Audit recommends addressing the agreed upon performance measures and return on investment measures. The City of Aurora and Visit Aurora have agreed to implement the recommendations.

For the full report, please click here: [Visit Aurora Engagement Report](#)