

THE BROADMOOR

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STEPHEN BARTOLIN, JR.
PRESIDENT AND CEO

June 14, 2013

Mr. Kenneth W. Lund
Executive Director
Colorado Economic Development Commission
c/o Office of Economic Development and International Trade
1625 Broadway, Suite 2700
Denver, CO 80202

Dear Mr. Lund:

I am writing to express The Broadmoor's support for the City of Colorado Springs' *City for Champions* proposal. I urge the Colorado Economic Development Commission to approve maximum funding for this effort.

As the longest running five star, five diamond resort in the country and representing nearly twenty-five percent (25%) of Colorado Springs' lodging tax revenue, we, at The Broadmoor, have a keen understanding of the importance of tourism to our local and state economy. Diverse and varied tourist opportunities which build upon pre-existing strengths in our community will undoubtedly yield more tourist dollars and enhance the attractiveness of the Pikes Peak Region and State of Colorado.

Whether sport/health travel, convention traffic, or leisure travel, the *City for Champions* proposal will yield increased and sustainable economic development for the region and state. Many of the tourist dollars will be spent by visitors from outside Colorado--This represents the infusion of new and valuable dollars into the local economy.

Visitors and tourism dollars are critically important, particularly because the local tourism economy employs over 14,000 people and garners over \$1.36 billion annually. Colorado Springs has now faced Colorado's most devastating wild-fire(s) two years running. In the summer of 2012, local tourism was off and, unfortunately, due to the Black Forest fires we will likely see a similar downturn in 2013. Full funding for *City for Champions* will help our recovery, at first through construction and then through tourism.

Please approve maximum funding of *City for Champions*. Should you have questions feel free to contact me.

Best wishes,


Stephen Bartolin, Jr.

