



**COLORADO  
SPRINGS**  
CONVENTION &  
VISITORS BUREAU

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

June 13, 2013

Dear Mr. Lund:

We are writing to express support on behalf of the Colorado Springs Convention & Visitors Bureau for the "City for Champions" proposal. We urge you to approve maximum funding for this multi-part endeavor as it will result in a state tourism increase as well as increase tourism in Colorado Springs, boost our local economies and celebrate our destination's unique history and traditions.

Support for the project means more jobs for our residents, exciting new offerings for travelers encouraging them to return to the area or visit for the first time and highly visible assets that extend our region's brand of being rugged, exceptional, vibrant and alive. These new additions to our destination will also create a platform to gain more visibility in national and international media, resulting in higher awareness of Colorado Springs. We are the proud home of the U.S. Olympic Committee, U.S. Olympic Training Center, U.S. Air Force Academy, AAA Sky Sox Baseball and University of Colorado Colorado Springs. We can't think of a better way to show our pride than to support the strengthening of these iconic offerings. As tourism is the third largest industry here, accounting for more than 14,000 regional jobs and \$1.35 billion infused into our economy annually, we strongly feel this project will enhance our substantial industry and our area's image to the world.

Thank you for your consideration. We trust the commission finds this project compelling, and are happy to answer any questions or provide additional detail on our organization's support.

Sincerely,

Doug Price  
President & CEO  
Colorado Springs Visitors Bureau

Alicia McConnell  
Board Chair of the Colorado Springs Visitors Bureau  
Director of Athlete Services & Programs  
U.S. Olympic Committee