



There is only one Downtown.™

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June 20, 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:

With this letter I express the enthusiastic support of Downtown Partnership of Colorado Springs for the *City for Champions* proposal. This is a catalytic project for the Pikes Peak region that most certainly will result in growing national and international tourism in the city as well as the state of Colorado. I urge you to approve maximum funding for this significant initiative.

In particular, Downtown Partnership has worked closely on efforts for the construction of a U.S. Olympic Museum to be located in southwest downtown. This attraction is a singular and ideal fit for Colorado Springs, home of the U.S. Olympic Committee, and will put the city on the map nationally in much the same fashion as the Rock 'n' Roll Hall of Fame has benefitted Cleveland and all of Ohio. Additionally, locating our AAA ballpark in downtown will provide another strong draw for tourists who crave an urban ballpark experience.

City for Champions builds on strong Colorado Springs traditions of health, wellness, sports and active lifestyles and a robust military support system. I will add that, personally, as a former board chair of our Convention & Visitors Bureau, I know that our city was founded on tourism and that tourism now is the third largest employer in the region. We are a community that creates exceptional experiences for out-of-state visitors, and *City for Champions* is a bold initiative worthy of state investment.

Thank you for your careful consideration of this proposal.

Sincerely,

Susan Edmondson
President & CEO
Colorado Springs Downtown Partnership