



GET THE FACTS

# ECONOMIC IMPACT

## CITY FOR CHAMPIONS WILL

- Boost the region's \$1.35 billion annual tourism industry
- Attract about 1.2 million visitors each year
- Add more than 500,000 new out-of-state visitors annually
- Increase retail sales by \$140 million each year
- Increase gross metropolitan product by \$217 million annually
- Add \$4.4 million in new sales tax revenue for the city annually
- Add \$2 million in new sales tax revenue for the county annually
- Leverage a \$120.5 million state tourism improvement rebate
- Allow 23 local TEAM USA National Governing Bodies to host Pre-Olympic and World Championship events
- Attract numerous regional sports entities to host events in Colorado Springs
- Not require new taxes

Visit [www.cityforchampions.com](http://www.cityforchampions.com) to learn more.