



GET THE FACTS

OVERVIEW

CITY FOR CHAMPIONS WILL

- Spur economic growth and strengthen our local economy
- Create more than 5,100 new jobs
- Attract and retain young professionals and a quality workforce
- Promote the community through tourism in order to attract more visitors, who spend money without living here
- Be a catalyst for other public/private partnerships and economic growth
- Revitalize downtown with new retail opportunities, restaurants, companies and residential development
- Keep state sales tax revenues here, rather than sending them to Denver
- Be funded by state and local tax increment financing, corporate sponsors, private donors, naming rights, and public/private partnerships
- Invite national/international sports-performance and sports-medicine entities to compete in our region
- Brand Colorado Springs as America's Olympic City
- Improve our ability to meet infrastructure needs, such as stormwater, roads, bridges
- Improve our ability to provide basic services, such as street lights, watering, parks maintenance, police and fire services, through increased sales tax revenue
- Help diversify our sales tax base, providing long-term economic stability
- Attract visitors for industries we want to grow: sports medicine, tourism and regional/national sporting events
- Be significantly started within five years and completed within 10 years

Visit www.cityforchampions.com to learn more.