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## EL PASO BOARD OF COUNTY COMMISSIONERS

November 7, 2013

Jeff Kraft  
Colorado Office of Economic Development and International Trade  
1625 Broadway, Suite 2700  
Denver, CO 80202

Dear Mr. Kraft:

### *City for Champions Regional Tourism Application*

As home to the United States Olympic Committee and 29 National Governing Bodies (NGBs), our community is in an enviable position to host NGB- and other sports-related activities and events. Unfortunately, the full potential of this advantage has never been realized. With the enhancements outlined in the response to the third party analyst's evaluation of the City for Champions application, you will see that a way to capitalize on our connection to the sports industry has finally been identified, one that will truly increase the **"extraordinary and unique nature"** of the City for Champions. These enhancements are reflected in the new vision for the downtown sports component – an olympic sports and events center, a venue that will allow for greater than 250 additional events that will further leverage the other three components of the project.

Concurrent with identifying this expanded opportunity, a majority of the Board of County Commissioners has agreed to instruct staff to negotiate, collaborate and partner with the City of Colorado Springs in the "City for Champions," a Regional Tourism Act application.

If the application is awarded and accepted, **the County will support an olympic sports and events complex utilizing incremental sales tax revenue** from the City for Champions projects. This will capitalize the increased investment to develop these dynamic venues, drawing more out of state visitors to Colorado. A joint representative governance model reflecting City and County support for this regional attraction will be established.





This financial commitment is significant and can act as a catalyst for additional commitments, both public and private. We hope that you agree that this enhanced component "Olympicizes" the City for Champions.

If you need additional information from the County, please do not hesitate to contact our County Administrator, Jeff Greene.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amy Lathen", with a long horizontal flourish extending to the right.

Amy Lathen  
Vice Chair

cc: Board of County Commissioners  
County Administrator  
County Attorney  
Colorado Springs City Council  
Office of the Mayor, City of Colorado Springs