

RESOLUTION NO. \_\_\_\_\_-18

A RESOLUTION EXPRESSING THE CITY COUNCIL'S  
SUPPORT FOR THE COLORADO SPRINGS  
CONVENTION AND VISITORS BUREAU'S ADOPTION OF  
THE 2018 DESTINATION MASTER PLAN FOR  
COLORADO SPRINGS AND THE PIKES PEAK REGION

WHEREAS, tourism is a major economic engine for Colorado Springs and the Pikes Peak Region; and

WHEREAS, the City of Colorado Springs ("City") supports tourism promotion by providing significant funding for the Colorado Springs Convention and Visitors Bureau ("CVB"); and

WHEREAS, the CVB has prepared a "Destination Master Plan" that is a long-term view on how to improve the experience of visitors to Colorado Springs and the Pikes Peak Region, thereby generating economic benefits for the region, and is intended to ensure that Colorado Springs has the necessary attributes to compete in the future; and

WHEREAS, by developing a Destination Master Plan, local stakeholders can work together effectively to craft the future of travel and tourism in the Pikes Peak Region; and

WHEREAS, a steering committee, including representatives of the City, oversaw the development of the 2018 Destination Master Plan with input from members of the City Council, the Mayor and City staff.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLORADO SPRINGS:**

Section 1. The City Council of the City of Colorado Springs supports the Colorado Springs Convention and Visitors Bureau's adoption of the 2018 Destination Master Plan, which is attached hereto as Exhibit A, to support the future of tourism in the Pikes Peak Region.

Dated at Colorado Springs, Colorado this \_\_\_\_ day of \_\_\_\_\_, 2018.

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Council President

ATTEST:

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Sarah B. Johnson, City Clerk