



January 9th, 2018

City of Colorado Springs
107 N. Nevada Ave.
Colorado Springs, CO 80903

RE: Old Colorado City - City Designated Creative District

Members of Colorado Springs City Council:

The Old Colorado City Associates is seeking a formal city designation as a “Colorado Springs Creative District”. As an organization that supports the arts and culture in the Pikes Peak Region, we would like to invite the Colorado Springs City Council, by resolution, to support this request. Although this designation is not a State acknowledged title, we recommend to the City, the formal designation as a “Colorado Springs Creative District”. This title is important to initiate a “Creative Corridor” and partnership that includes downtown Colorado Springs, Old Colorado City and Manitou Springs with the support of other arts organizations in the region.

The Pikes Peak Region generates \$153.3 million in total economic activity. This spending—\$51.2 million by nonprofit arts and cultural organizations and an additional \$102.1 million in event-related spending by their audiences—supports 5,070 full-time equivalent jobs, generates \$100.8 million in household income to local residents, and delivers \$15.9 million in local and state government revenue according to the most recent study conducted for the year ending in 2015 by the *Arts and Prosperity 5* organization.

We appreciate the opportunity to formally support the arts and cultural industries within the Pikes Peak region and the prospect to be a part of this valuable employment and promotional opportunity. We encourage Colorado Springs City Council to formally designate, by resolution, Old Colorado City as a “Colorado Springs Creative District”.

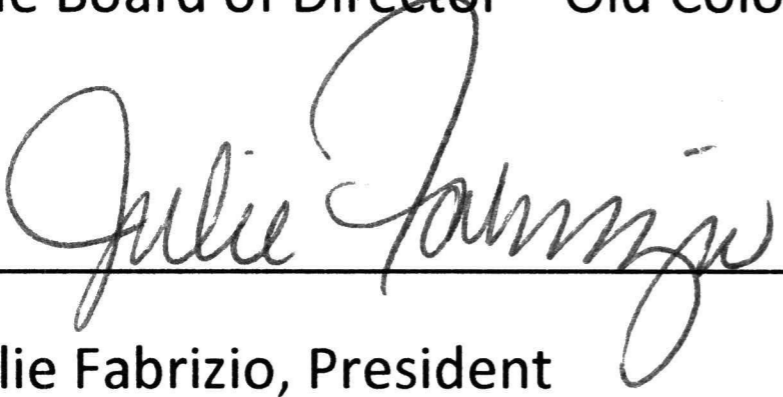




The designation will be used to further revitalize, validate and support a "Creative Corridor" throughout the city and your consideration is appreciated.

Sincerely,

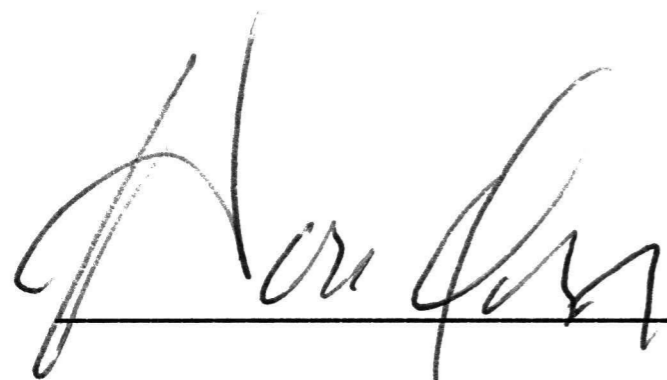
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