

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:

As an organization that supports the arts and culture in the Pikes Peak Region, we would like to express our support for Old Colorado City as a recognized “Creative District.” Although this designation is not a state acknowledged title, we recommend that the City make the formal designation as a “Colorado Springs Creative District.” This title is important to initiate what is known as a “Creative Corridor” which includes Downtown Colorado Springs, Historic Old Colorado City and Manitou Springs.

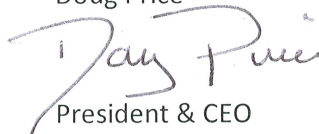
According to the most recent study conducted in 2015 by the *Arts and Prosperity 5* organization, the Pikes Peak Region shows evidence that “the nonprofit arts and culture sector is a significant industry in the Pikes Peak Region—one that generates \$153.3 million in total economic activity. This spending—\$51.2 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 residents, and delivers \$15.9 million in local and state government revenue.” This economic impact study indicates a strong correlation that when we support the arts, we not only enhance our quality of life, but we also invest in the Pikes Peak Region’s economic well-being.

Tourism is the third largest industry in the state of Colorado and the number one export for the United States. With the added designation of a “Creative District” the City’s economy will benefit overall.

We are pleased to support Old Colorado City and encourage Colorado Springs City Council to formally designate by proclamation, Old Colorado City as a “Colorado Springs Creative District.”

Sincerely,

Doug Price



President & CEO



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU

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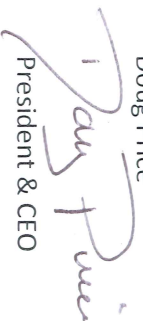
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