



JAN MARTIN  
AT-LARGE  
COUNCILMEMBER

Mr. Doug Price, CEO & President  
Colorado Springs Convention Visitors Bureau  
515 S. Cascade Avenue  
Colorado Springs, Colorado 80903

September 4, 2014

Mr. Price,

Thank you for taking the time to present the Tourism Economics Marketing Funding Analysis study to the Lodger's Automobile Rental Tax (LART) Committee. The LART Committee supports your continued efforts in providing Colorado Springs and the Pikes Peak region with exceptional marketing services.

We value and appreciate your efforts to better track and measure the Colorado Springs Convention Visitors Bureau's (CVB) performance. We recognize that the CVB is determined to develop benchmarks against other cities or regions similar in size and demographics. It is in our City's best interest to continue to provide consistent and long-range visitor promotion to the Colorado Springs area as well as the Pikes Peak region. Lastly, it is important to increase awareness in the region and inspire travel by marketing to families, groups, organizations and events as Colorado Springs has so much to offer.

Again, the LART Committee supports and recognizes the invaluable service the CVB provides. The Tourism Economics Marketing Funding Analysis study will help the City and the CVB reach its goals.

Sincerely,

Jan Martin, At-Large  
Colorado Springs City Council

Fred Veitch, Chair  
Lodger's Automobile Rental Tax Committee