



## Legislation Text

---

**File #:** 16-00157, **Version:** 1

---

### Olympic City USA Branding Introduction

**Presenter:**

Jamie Fabos, Chief Communications Officer, Communications Department

**Summary:**

Ms. Fabos will introduce the new “Olympic City USA” branding for the City of Colorado Springs. She will introduce distinguished guests who have partnered with the City on the branding initiative and explain why Colorado Springs is Olympic City USA. Bernard Sandoval of SANDIA Marketing will describe what is in a brand, and introduce the logo and the plan for incorporating it into the City’s communications.

**Previous Council Action:**

N/A

**Background:**

Colorado Springs is the heart of the nation’s Olympic movement, where a timeless culture of achievement, national pride and dedication sits comfortably alongside awe-inspiring beauty and unparalleled natural training grounds. We are home to the United States Olympic Committee Headquarters, 24 National Olympic Governing Bodies, over 50 National Sport Organizations, the U.S. Olympic Training Center and the future U.S. Olympic Museum and Hall of Fame.

**MISSION:** To create sustainable economic growth and enhance civic pride by effectively positioning Colorado Springs as America’s Olympic city - home of Team USA.

**VISION:** Colorado Springs: Olympic City USA, where Olympic ideals inspire our way of life.

**BRAND PROMISE:** To inspire Olympic Ideals and national pride in every person who lives, works, and plays in Colorado Springs.

**IDEALS:** Olympic: Excellence, Friendship, Respect  
Paralympic: Courage, Determination, Inspiration, Equality

This item supports the City’s strategic goal relating to building community and collaborative relationships by leveraging the power of some of Colorado Springs most influential and respected business residents, the US Olympic Committee and its associated governing bodies.

**Financial Implications:**

N/A

**Board/Commission Recommendation:**

N/A

**Stakeholder Process:**

N/A

**Alternatives:**

N/A

**Proposed Motion:**

N/A

N/A