



Legislation Text

File #: 22-655, **Version:** 1

A Resolution Designating the United States Olympic and Paralympic Museum (USOPM) Biennial Hall of Fame Festival Event as a City-Sponsored Event

Presenter:

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Summary:

The Resolution designates the USOPM biennial Hall of Fame Festival as “City-sponsored”, as recommended by the LART Citizen Advisory Committee.

Background:

The USOPM hosted the first Hall of Fame Festival in Colorado Springs in 2022 and received Lodging and Auto Rental Tax (LART) funding as recommended by the LART Citizens Advisory Committee.

The USOPM will host a biennial Olympic and Paralympic Hall of Fame Festival following each biennial Hall of fame induction ceremony in honor of United States Olympics and Paralympics Hall of Fame inductee(s). The USOPM will plan, organize, and host the Olympic and Paralympic Hall of Fame Festival during non-Olympic years in Colorado Springs. The next Hall of Fame Festival will be in 2025.

The USOPM Hall of Fame Festival supports the City’s identity as “Olympic City USA” and is a key element of the City for Champions, whose projects improve the quality of life for residents and the visitor experience for those traveling to the region. The biennial Hall of Fame Festival will encourage tourism and result in extraordinary economic and cultural benefit to the Colorado Springs community.

In the years the Hall of Fame Festival is held, it may include: new United States Olympic and Paralympic Committee (USOPC) Hall of Fame inductees being present for the revealing of their Pylons and representation stories in the USOPM and being celebrated in a series of community events; past Hall of Fame inductees engaging with the public in meet-and-greets, talks, and special celebration days with first responders, military, teachers, medical providers; a 5K community run; a concert by the Colorado Springs Philharmonic or other major musical group; a Parade of Athletes.

Previous Council Action:

City Council Resolution 220-05 reaffirmed the City's policy relating to City Council's designation of certain special events as being "City-sponsored" if the event will result in "extraordinary economic or cultural benefit" to the City.

City Council Resolution 39-17 designated several special events as City-sponsored because the designated special events continue to provide “extraordinary economic and/or cultural benefit” to the

City. It also states that, as budgetary and operational impacts allow, City-sponsored events may receive cash support commensurate with such designation as recommended by the LART Citizens Advisory Committee and approved by City Council as part of the City's annual budget process. It further provides that additional events may be designated as City-sponsored events by City Council resolution if (a) the organizer of the event is a City entity, (b) the event will result in economic or cultural benefit to the community, or (c) the event will encourage tourism.

Financial Implications:

The funding for the Hall of Fame Festival will be \$500,000 provided from the LART Fund in the years that the Festival occurs, subject to review and recommendation by the LART Citizens Advisory Committee and approval by City Council. The approved support will be budgeted into the annual LART fund process.

City Council Appointed Board/Commission/Committee Recommendation:

The LART Citizen Advisory Committee has recommended the USOPM Hall of Fame Festival become a City-Sponsored event by Resolution.

This request was discussed with the City Council Budget Committee on September 13, 2022.

Stakeholder Process:

N/A

Alternatives:

N/A

Proposed Motion:

Move approval of the Resolution Designating the United States Olympic and Paralympic Museum (USOPM) Biennial Hall of Fame Festival Event as a City-Sponsored Event.

N/A