



## Legislation Text

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**File #:** 18-0174, **Version:** 2

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A resolution expressing the City Council's support for the Colorado Springs Convention and Visitors Bureau's Adoption of the 2018 Destination Master Plan for Colorado Springs and the Pikes Peak Region

**Presenter:**

Doug Price, CEO, Colorado Springs Convention & Visitors Bureau

**Summary:**

Mr. Price will present the 2018 Destination Master Plan as approved by the Convention & Visitors Bureau's Board of Directors.

The Destination Master Plan is a long-term view on how to improve the experience for visitors to Colorado Springs and the Pikes Peak Region, thereby generating economic benefits for the destination. It is intended to ensure that Colorado Springs will have the necessary attributes to compete in the future.

This item introduces a resolution planned to be considered by City Council at their regular meeting on July 10, 2018, expressing City Council's support for the Destination Master Plan.

**Previous Council Action:**

N/A

**Background:**

The Destination Master Plan project has incorporated extensive input from businesses, residents and visitors, and will complement other planning initiatives in the community. It is projected to be complete by June 2018.

**Financial Implications:**

N/A

**Board/Commission Recommendation:**

The CVB's Board of Directors approved the 2018 Destination Master Plan at their meeting on June 19, 2018.

**Stakeholder Process:**

The project to develop the plan began in October 2017, and included an extensive community engagement process involving focus groups, key stakeholder interviews, and a public sentiment survey.

**Alternatives:**

City Council could decide not to adopt the resolution in support of the plan.

**Proposed Motion:**

Approve the resolution as presented.

N/A