



July 22, 2019

Ms. Kimberly A. Bailey
City of Fountain
101 North Main Street
Fountain, CO 80817

Dear Ms. Bailey,

Visit Colorado Springs is thrilled to be given an opportunity to partner with the Public Awareness Campaign spearheaded by the City of Fountain. We wholeheartedly support the addition of a planned curling center visible from I-25. This venue will provide a dedicated location for The Broadmoor Curling Club as well as an opportunity for our regional residents and visitors to learn to curl through a variety of programs and clinics. This facility will attract new business including regional and national competitions including events managed by USA Curling.

We welcome the opportunity to aid in ensuring success of the project build and identify potential events to generate revenue. As community partners, Visit Colorado Springs will provide services, resources and assistance to bring awareness to this facility when promoting our inventory of sports venues to potential event planners and organizations.

Out-of-area event participants, families and spectators will stay at our local lodging properties, dine in our local restaurants and visit many of our area's attractions, which strongly contributes dollars directly into to our region's economy.

Visit Colorado Springs' mission is to "create economic vitality through memorable visits to the wonders of Colorado Springs and the Pikes Peak Region" so tourism can continue to play a vital role in our economy. The success of this new venue will elevate the overall branding and marketing efforts of Olympic City USA throughout our entire region.

Sincerely,

Douglas P. Price, IOM
President & CEO

Cheryl McCullough, CSEE
Director of Sports & Special Events

cc: Broadmoor Curling Club